

Santa Fe Communications/Website Contract for the Santa Fe Convention and Visitors Bureau

RFP '14/21/P

Date: 02/26/14

Listed below are the questions that have been raised concerning the aforementioned RFP.

1. What does analyzing segmentation mean to the DMO?  
*We expect that the vendor would be knowledge about industry segmentation and its relationship to the development of the website.*
2. What is meant by “produces significant revenue for the CVB and its overall marketing effort”? Is this referring to advertising revenue?  
*These two questions referred to the advertising responsibilities, advertising revenue would support marketing efforts.*
3. What is the CVB's expectation of the function of the mirror site?  
*We want to insure the vendor has experience and understanding of using a mirror site to reduce network traffic (hits on a server) or improve the availability of the original site. Mirror sites could also be useful when the original site generates too much traffic for a single server to support. At this time one is not needed.*
4. What are some specific 3<sup>rd</sup> party functions?  
*Potential future requirements:  
Reservation Systems  
International Tour Reservation System  
Interested in what experience vendors have with other third party partners.*
5. What is the technical infrastructure of the current web site?  
*Gossamer Links running on a Linux Platform.*
6. Can you provide any data on current site traffic and bandwidth use?  
*Site Traffic: Low 67,490 and a High of 134,566 for the pass twelve months.  
Bandwidth use: 8-10 gigs of data on a daily basis.*
7. Approximately how many pages of content will need to be ported to the new site?  
*Approximately 2,400 pages...needs cleanup.*
8. Do you have preferences related to choice of CMS? *No* In what ways is DotClear lacking?  
*No specifics*

9. Will we have access to the source digital files of the printed visitors guide? (to create the online version)

*Yes*

10. For the virtual yours, do you want a tool that allows you to create virtual tours on demand? *Possibly we want to the vendor to have experience in this area.*

Or is the requirement for the vendor to produce a set number of tours as part of the redesign? *Still in discussion.*

If the latter, what is that number? *Not sure*

Do you have a preference among the software tools that can be used to create the virtual tours?

*No*

11. For the multi-language option, do you want the vendor to provide translation services? If so, which languages? Or is Google translate integration going to be sufficient?

*Google Translate is sufficient.*

12. On "Third Party Suppliers," can you provide an example?

*Not at this time.*

13. Can you point to several DMO websites that you consider "best of breed?"

*No we would like your input on this.*

14. Other than SimpleView CRM, are there other third-party integration points that we need to know about?

*No*

15. Is there a target launch date for the new site? *January 2015*

Is it tied to an event? *No*

16. Can you provide any information on the budget for the project?

*No*